

Product Expert Role Play and Expectations - Building a Relationship and Becoming a Product Expert.

Product Expert

Relationship Building Requirement	Score	Feedback
The salesperson demonstrates a positive self image, character/ integrity, and has the win-win attitude that helps enhance the relationship.		
Demonstrates the proper characteristics of a handshake. Uses it when appropriate. - Firm - Eye Contact - Proper Distance		
Demonstrates proper Appearance for the sales interaction with the customer. -Dressed Appropriately -Simplicity -Quality -Visual Integrity		
Demonstrates an effective and positive entrance and carries him/ herself well throughout.		
Uses effective eye contact throughout the interaction keeping the conversation meaningful yet comfortable.		
Demonstrates quality voice, effective tone, and uses an effective speech that is enthusiastic and enlightening.		
Demonstrates proper manners including: the greeting, appropriate use of language, and communication skills.		
Demonstrates genuine interest by actively listening and using topics that the customer can relate to.		
Uses Mutual Interests/Acquaintances, Compliments and Here and Now comments in the initial conversation to effectively create rapport.		

1	2	3
Improvements Needed - Relationship skills are lacking confidence and effective use during the role play experience.	Secured - Relationship Skills demonstrated show comfort in how to use them and when but they are lacking expertise.	Expert - Confident in their use of the relationship building skills and uses a high level of emotional intelligence to make connections.

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1.) Literature for Customer

- Utilize the brochure in your role play to help the customer understand the features product being sold and for you to communicate its benefits. Use visuals and an effective layout to help the customer.

2.) Know Your Company - Choose a Business that you work for.

- Share with the customer some of the values and vision of your business. Make sure you are able to provide specific examples and explain how your company will be the best fit for the customer.

3.) Features/Benefits - Describe the Product Features and then with each feature describe the benefit for the customer.

- You need to identify and explain the benefits to the customer about what the offerings can do for them. (Relationships)

4.) Discuss the Different Configuration Possibilities/Options available to the customer.

- Find the correct options and explain what is the best fit for what the customer is looking for.

5.) Identify the List Price

- Identify the options available to the customer and discuss the benefits with relation to the customer.

6.) Delivery Options

- Describe how the customer can obtain/receive the product and what option is the most beneficial to them

7.) Describe the Maintenance and Services

- Explain the guarantees to the customer. Describe the features and benefits of the plans for the customer and which option is right for them.

- Describe what services you can offer the customer in the buying decision and how they will benefit from them.

8.) Know your Competitors - The customer will bring up the questions

Express your competitive advantage over a competitor to identify why they should buy it from you. Address the competition correctly, professionally and ethically.

9.) Ethical Response

- Demonstrate your moral character and demonstration of company policy when interacting with the customer and engaged in an ethical situation.

0	1	2	3
Required Element is missing.	Element is present in the Role Play, but the student struggles at connecting the customer to the feature, and then explaining what the benefit will be for the customer. They do not demonstrate understanding of the skill/element and have trouble communicating their message.	The student demonstrates the ability to connect the customer to the feature and explains how it will benefit the customer. However, their connections are not specific to the customers needs and wants. They describe the benefit instead of direct connection to what the customer wants/needs.	The student demonstrates the ability to not only discuss the feature and benefit, but does so in specific reference to the customer's needs. They understand how to use their relationship skills to enhance the features of the business and the product they are selling.

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After the Role Play - Part of the 2nd Role Play Grade

9.) Written Proposal for the Customer

Assemble a written proposal for the customer highlighting the information that you discussed and include the sections of the proposal discussed in class:

- Overview/Budget
- Schedule
- Strategy
- Rationale

****The Proposal Must be well written, clear and organized so the customer is able to identify the elements that were discussed. This will be provided the next time you meet with the customer.